

WHEN YOU COMPARE THE ATARI 800XL COMPUTER TO THE OTHERS...

FEATURES	ATARI 800XL	COMMODORE 64	RADIO SHACK COLOR
Built-in Memory	64K RAM	64K RAM	16K RAM
Maximum Memory	64K RAM	64K RAM	48K RAM
Programs Available	More than 2,250	More than 250	More than 250
Programming Languages	8	3	3
Full-size, Full-stroke Keyboard	Yes	Yes	No
Help Key	Yes	No	No
Processor Bus	Yes	No	Yes
Text Modes	5	1	1
Text Display	40 X 24	40 X 25	32 X 16
International Characters	Yes	No	No
Graphics Modes	11	2	1
Graphics Resolution	320 X 192	320 X 200	64 X 32
Colors	256	16	16
Graphics Characters	Yes	Yes	No
Sound Voices	4	3	1
Music Synthesis	Yes	Yes	No
CP/M ^{1,2} Option	Yes	No	No
Self Test	Yes	No	No
Factory Authorized Service Centers	More than 1,000	1	More than 400

¹CP/M is a trademark of Digital Research Corp.

²Tentative Title

THE RIGHT CHOICE IS EASY TO MAKE

This analysis is based upon information either included in the sales brochures of the manufacturers or provided by sales agents of the respective manufacturers at the time of printing (May 1983).

ATARI[®]

HOME COMPUTERS

ATARI[®] 800XL[™]
Home Computer

**More Memory
For More Power**

**64K Memory
Over 2,000
Software Programs**

**256 Colors
4 Voices**

**Built-in ATARI
BASIC Programming
Language**

Self-Testing

**International
Character Set**

Easy TV Hook-up

Video Monitor Output

World-Wide Service

ATARI 800XL

MORE PROGRAMS, MORE POWER—THANKS TO MORE MEMORY

The ATARI 800XL Home Computer brings you all the essential features of every other new ATARI Computer: built-in ATARI BASIC Programming Language, a full-stroke keyboard, a HELP key, and an international character set.

But thanks to the memory, 64K RAM (Random Access Memory), the ATARI 800XL can store more information and run more programs.

So not only is the ATARI 800XL Home Computer a word processor with improved storage capacity, it's also a powerful business machine. Use it with the ATARI Bookkeeper for professional quality accounting. Or with VisiCalc¹ from Atari for quick, easy calculation of financial forecasts.

To insure years of continued enjoyment and upgradable expandability, the ATARI 800XL includes an expansion connection to the processor bus for future ATARI peripherals and accessories.

Games? You can't choose an ATARI Computer without choosing the best in home entertainment and real arcade action. The ATARI 800XL will play games like CentipedeTM, QIX², and DONKEY KONG³ BY NINTENDO³, to name just a few.

Use the built-in ATARI BASIC Programming Language to fully utilize the exclusive ATARI Computer sound and graphics. Or add a more advanced programming language like Microsoft⁴ BASIC II, to really stretch your range of creative options.

So if you're looking for the most memory for money, the ATARI 800XL Computer is it.

¹VisiCalc is a registered trademark of VisiCorp.

²Trademark and © of Taito America Corp. 1981

³Trademarks and © Nintendo 1981, 1983

⁴Microsoft is a registered trademark of Microsoft, Corp.



ADDITIONS THAT MULTI



Put it on paper

When it comes to print-outs, Atari gives you three choices: quick, convenient dot-matrix printing, letter quality perfection or color graphic creations.

For speed and versatility, the *ATARI 1025™ 80-Column Printer* uses standard typing or computer paper. It prints full-sized type at 80 columns per line, condensed type at 132 columns per line or extra bold type at 40 columns per line — at speeds up to 40 characters per second. Combine the ATARI 1025 with the AtariWriter word processing program to print clean copies in minutes.

Choose the *ATARI 1027™ Letter-Quality Printer* when you need to make a good impression. It prints fully-formed letters and numbers just like a quality electric typewriter and accepts single sheets so you can even print on any letterhead or heavy bond.

Four-color graphics and text are the speciality of the *ATARI 1020™ Color Printer*. Perfect for creating charts, graphs and artistic designs, it comes with programs that let you draw on the screen and plot on paper by simply using a joystick.

Here's an ideal companion to the *ATARI 1020 Color Printer*: the *ATARI Touch Tablet™ Controller*. It lets you paint pictures, draw diagrams, write script, or even develop new artistic styles.

Disk or tape

For running programs or storing information, the choice is yours.

The advantage of adding the *ATARI 1050™ Disk Drive* to your system is speed and convenience. Each compact, easy-to-handle 5¼-inch diskette holds up to 100 pages (127K bytes) of information—and files can be accessed or saved in seconds.

The *ATARI 1010™ Program Recorder* uses economical cassette tapes to store text, programs and other information. The amount of information you can store is limited only to the number of tapes you have. And the speech playback capability is invaluable for programs like Conversational Languages or An Invitation to Programming™.

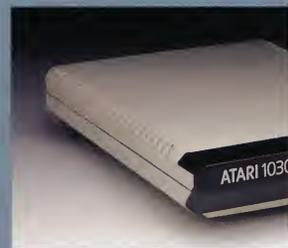


Getting down to

With the *ATARI Numerical* powered financial programs like *VisiCalc®*¹ you can turn your computer into a number-crunching

The Numerical Keypad offers the machine keyboard design for handling dollar amounts, account numbers, even write your own individual programs for the ATARI Numerical Key computer languages.

¹VisiCalc is a registered trademark of



Computerized co

An ATARI modem allows you to connect your computer to other computers over standard telephone lines. It lets you access information services and databases, bank or shop by connecting to other fellow computer users.

The *ATARI 1030™ Direct ModemLink™* telecommunication device is an economical, all-in-one way to connect your computer to telecomputing. It connects you to other computers and your phone lines—and with the right software program, it's all you need to take your computer into the communications revolution.

**These peripherals
ATARI Home Com**

PLY YOUR POSSIBILITIES

Business

Keypad and high
The Bookkeeper and
ATARI 800XL Home Com-
g business machine.
ers standard adding-
one-handed entry of
bers, and more. You can
alized business programs
oad in BASIC or other

VisiCorp.

Communication

our computer to 'talk' to
d telephone lines. Log
electronic bulletin
puter, or simply talk to

onnect Modem with
tions program is the
enter the world of
ur computer directly to
s built-in ModemLink
access the communica-

work with all
puters



Programs for everyone

Whatever your interests or experience, Atari has the programs suited to your needs.

Bring to life the joy of learning with education programs like Juggles' House². Release your creativity with personal development programs like PAINT³ or gain the professional edge with our powerful business packages like VisiCalc[®] and The Bookkeeper.

Famous arcade games like DONKEY KONG⁴, QIX⁵, and MS. PAC-MAN⁶ bring you hours of home entertainment. And sophisticated programming languages like Microsoft⁷ BASIC II let you take full advantage of the computing power of your ATARI 800XL Home Computer.

²Juggles' House is a trademark of The Learning Company.

³Superboots™ Software, developed by Capital Children's Museum, Washington, D.C., licensed by Reston Publishing Company, Inc.

⁴Trademark and © Nintendo 1981, 1983

⁵Trademark and © of Taito America Corporation 1981

⁶MS. PAC-MAN and characters are trademarks of Bally Midway Mfg. Corp., sublicensed by Namco-America, Inc.

⁷Microsoft is a registered trademark of Microsoft, Corp.

Plug into the fun

Grab it. Grip it. Or roll with it. Along with the best in authentic arcade games, Atari brings you the state-of-the-art in game controller technology.

Roll into the ultimate in arcade action with the new ATARI TRAK-BALL™ Controller for your home computer! Make those slick moves that only our Trak-Ball Controller can make — turn tighter corners, zero in on video villains faster and blast'em more accurately. Works with any ATARI Computer Game that uses joysticks — Centipede™, Missile Command™, GALAXIAN[®], and more.

ATARI Remote Control Joysticks add new freedom to your game playing action. From anywhere in the room, you can control your spaceship, dot gobbler, or blaster.

[®]GALAXIAN is a trademark of Bally Midway Mfg. Co. sublicensed by Namco-America, Inc.

